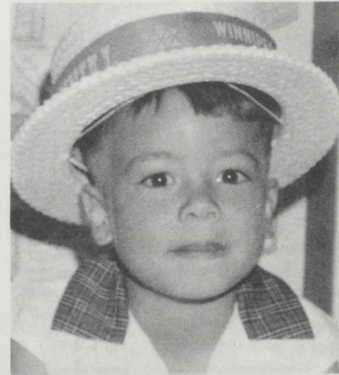
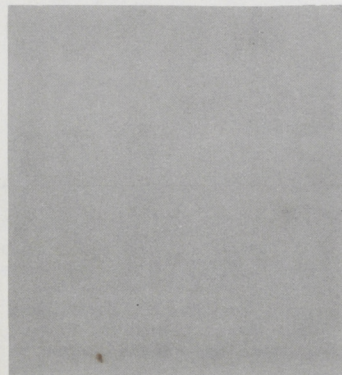
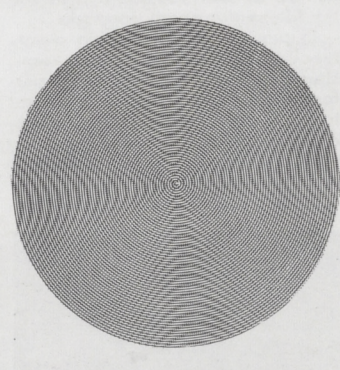


CONTACTS

JUNE/JULY/1967



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COVER STORY: On page one is a cross-section of people featured in stories in the June/July issue. People make news . . . Whether they're a switchboard operator or a cub master, a Pan-Am Games promoter or a Princess.

Eaton's to Highlight Sight and Sound of Sports Spectacle

When the Pan-American Games open in Winnipeg July 23 our store will be ready to greet visitors with an exciting array of merchandise and entertainment.

Tourist officials expect a record number of over 160,000 tourists for the fifteen day sports spectacle.

In preparation for the big event, the Garage Department have constructed two horse drawn buggies for delivering merchandise to downtown hotels. Hockey star Gordie Howe is slated to arrive in the store on July 29 and will be taking part in Pan-Am activities.

To promote interest in the Games,

Eaton's has sent Pan-Am booklets and posters to our stores across the nation. The Carpenter's Shop have built events boards to keep customers informed on daily athletic results. They'll be positioned in a front store window and on the main floor. Also on the first floor will be a special Games information desk.

Over one hundred staff members have taken Spanish lessons to make sure visitors from Latin America feel at home in the store.

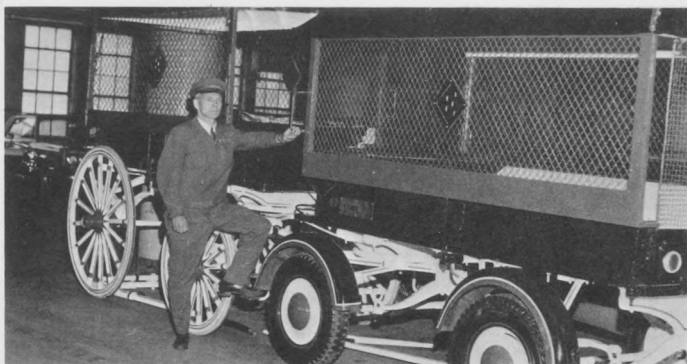
Winnipeg experienced its first real taste of American enthusiasm for the Games following a Pan-Am display staged, in conjunction with an Expo exhibit, in Dayton's Department Store in Minneapolis May 25-June 3.



Sales Supervisor Laddie Hutchinson, Sporting Goods, talked to over one hundred career club members about Eaton's Pan-Am plans.



Princess Alexandra and her husband Angus Ogilvy opened the Pan-Am velodrome, opposite the stadium, on June 6.



Doug Waldie, Garage, stands in front of the two reconditioned horse-drawn buggies to be used during the Games.

More than 6,000 people from the twin-city area visited the exhibit during its first day and crowds mobbed the athletic display, requesting information about the Games.

Special menus have been prepared in Winnipeg for Pan-Am visitors. They'll feature such traditional Canadian dishes as goldeye, western steaks and Arctic char.

The talented Benjamin Jones Trio have been booked to entertain customers during the Games. Eaton's is the sponsor for radio coverage of the sporting events on CJOB. Announcers, headed by sports director Bob Picken, plan to broadcast from the store and via cruiser cars.

Eatonians are taking an active

part in the planning and promoting of this major world sporting event.

Advertising Manager John Bruce and Art Director Jack Stratford have assisted Pan-Am officials on the promotion committee. Dave Holden, Restaurant department, has used his special skills to help the Games' catering committee.

On the athletic side, Angus MacDonald, Wage Administration Manager, and Jim Saper, Merchandise Control, have been active on the boxing committee, while Divisional Merchandiser B. B. Wescott and Steve Frewen, Men's Wear, have helped organize the wrestling events.

Tom Miller, Community Relations Officer, is a member of the organ-



Cathy Riggall, left, and Lydia Harris are two high school students taking part in the Pan-Am opening ceremony July 23. Their outfits are from Eaton's.



Dave Shores, left, and Bill Hall of the Paint Shop apply the finishing touches to an athletic results board.



Charles Kilchenmann, left, Mary Henry, David Holden and Evelyn Goodrick of the Restaurant Dept., look at some of the menus being prepared for Games visitors. Mr. Holden is a member of the Pan-Am catering committee.



Pan-Am committee members display an array of promotional material for the Winnipeg store. From left to right are: Bob Scurfield, Cash Services Supervisor; Group Sales Manager J. Lindsay; Joe Donaghy, Display Supervisor, and Tom Miller, Community Relations Officer. Mr. Miller belongs to the Pan-Am organization and decorating committees.



Winnipeg's largest Pan-Am legacy is an Olympic-size swimming pool with a total length of 68.5 meters and a seating capacity of 2,500 spectators.



In this large soapstone carving, a hunter levels his harpoon at a walrus.



These soapstone, bone and ivory pieces depict the life and legends of the Arctic.

ization and decorations committee, and Don Barr, Wages Office, has spent many spare-time hours helping to promote Pan-Am through the Junior Chamber of Commerce.

At the opening ceremony July 23 thirty-six high school girls, outfitted by Eaton's, will lead the participating nations into the stadium. Each of them will carry a royal blue, satin banner trimmed with gold braid, bearing the name of the country in bold white letters.

Prince Phillip, Duke of Edinburgh will officially open the Games, followed by a four-gun salute, the release of 4,000 young pigeons, symbolizing peace, and the climax — the lighting of the Pan-Am torch.

RCAF Golden Centennaires will perform a low-level flypast over the 25,000-seat stadium in salute of the Fifth Pan-American Games — the largest sporting event ever staged in North America.

ESKIMO ART DISPLAY

To coincide with the Games is the largest exhibit of Eskimo art ever held in the Winnipeg store.

These carvings, in ivory, bone and stone, dramatically bring to life the every-day happenings of Eskimos. They tell the story of hunting trips and the rugged existence in the frozen wilderness.

The exhibit, on the sixth floor, captures in stone the traditions, culture, customs and history of this northern race.

New Decor Adds Zest to Brandon Store

Brandon will pass a milestone mid-July with the completion of a two-phase renovation program designed to streamline the store's three selling floors.

The first major step, completed in January, was the replacing of the groceteria on the main floor with a ladies' ready-to-wear section.

Men's Furnishings, also on the ground floor, were partitioned into smart casual and business wear areas.

Stylish new fixtures in the shoe department also added sparkle to the main floor. Next to the shoes was a renovated catalogue office headed by Agnes Byarson.

The home furnishing department on the second floor was spruced up with attractive room settings.

Store Manager W. McAllister thanked staff for their assistance, effort and teamwork during the renovations.

Eaton's Brandon store was first opened for business some 40 years ago. Many of the store's 163 staff members take an active part in community affairs.

Among them are Bill Black, Men's Wear, who is active in scouts, George Coleman, Stationery, is an enthusiastic member of Toastmasters, and Mr. McAllister, a 38-year-man with Eaton's, is a life member of the General Hospital's board of directors.

Secretary of Brandon's centennial committee, Sales Supervisor Bill Martin, who, along with his associates, have been co-ordinating the city's celebration plans. A recent highlight was the laying of a foundation stone for the community's \$1¾ million, 800-seat auditorium by Princess Alexandra June 5.



Eileen Liggett, senior sales, left, and Wendy Hyde display colorful sportswear in the Ready-to-Wear section.



Howard Rourke telephones a customer in the new Men's Casual Wear shop.



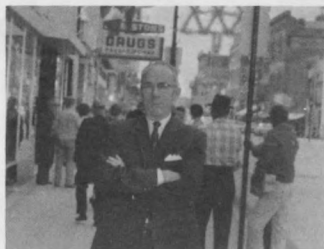
Mildred McAuley, left, and Olive Russell admire a display of Hush Puppies on the main floor.



Herbie Brown, Maintenance, positions a light fixture in the new Men's Furnishings area.



Irene Patterson, left, and Ethel McPhail examine candles in the new lower floor stationery dept.



Sales Supervisor W. Martin is secretary of the Brandon Centennial committee.



Sales Supervisor C. S. Butler, right, and Bert Welch look at different fabrics, in front of the room settings on the second floor.



Admiring jewellery on the remodelled main floor are Lavada Porter, left, Ellen Bateman and Cheryl Anderson.

Custom Care for Customers

Established customers are our company's best friends. What they think of us governs the progress we make as a company, the jobs we provide and the contribution we make to the economy.

Our reputation with most of our customers is good. We have dealt with them honestly. We have given them good service. The result is that customers today are buying merchandise from us in quantities greater than ever before.

This is a fine foundation on which to build for the future, but it is not a guarantee for our future progress and reputation.

It can serve us well only as long as we work hard on the job of providing quality service and keeping in mind that customers are constantly changing — changing in need and in their ideas of what they expect from us as retailers.

The most effective way to keep them coming back to Eaton's is to give them the merchandise they want, the service they expect, and no cause for complaint.

What a customer notices most is not our normal efficiency, but the extra touches which show our genuine interest.

The courtesy, tact and friendliness customers receive in the store must spring from a sound knowledge of our services, confidence in the company, and a feeling of pleasure at being able to help. Customers treated in this way are unlikely to find cause for complaint.

Complaints give us a chance for constructive business building. There's nothing more satisfying than to turn a discontented customer into one who is made happy by your attention. That's why **custom care for customers** is so important.

What happens if we slip up, or Eaton's makes a mistake? Don't hesitate to express regret without any hemming or hawing. Then make an adjustment quickly, tactfully, and in a friendly way. If the staff member is



Marj King, right, Customer Relations, hands a letter, an answer to a complaint, to typist Marj Nelson.



Switchboard Operator Lil Greenbaum answers complaint calls in the Customer Relations Office, Catalogue Building.

unable to satisfy a customer's complaint he or she should refer the matter to a supervisor.

If delay in making an adjustment is necessary, explain why. Hesitation in acknowledging receipt of a complaint is a capital mistake. It gives the complainant time to brood over the grievance, and hatches out a magnified sense of injury.

No complex system need be worked out to handle complaints. Keep the procedure simple. The most important thing is to listen. People want to have their opinions respected. Always avoid being led into an argument and throughout it all be courteous.

There's an important personal bonus in being polite. Even if you don't feel civil or cheerful in difficult circumstances, the mere fact that you assume the appearance preserves your dignity.

The handling of complaints by mail requires many of the principles outlined for handling grievances at the counter. In writing about a complaint give a full, understanding and civil explanation. Write in a warm, kindly, personal style that comes naturally to us in person-to-person social contacts.

Handling a complaint is a challenging situation, whether it be face-to-face or by correspondence. If done properly, we're not only correcting errors, but building up ourselves and our company.



Customer Relations Officer D. J. Williams interviews customers who have grievances.

33 CARS ENTER

Mollerson-Collins Team Capture Centennial Gopher-Broke Rally

With precision timing and expert car handling the driver-navigator team of Bruce Mollerson and Ken Collins, Men's Furnishings, won the second annual Gopher-Broke rally in Winnipeg, June 11.

The champs, in a red Pontiac, edged the runner-up crew of driver Pat Hailley and navigator Margaret Leslie, Wage Administration, out of the winnings by one point.

The fun-packed event attracted 33 cars and covered an exciting 100-mile route, with road conditions running the gamut from gravel trails to express highways. Rally Master Ken Von Platen, Order Preparation Department, and his wife Dorothy mapped out the course.

Ken started the first rally enthusiast off from the Carlton Street parking lot at 1:00 p.m. The remainder were dispatched at one minute intervals.

The four checkpoints along the course were manned by staff. At point number one, Tom Dooley, Staff Training, and Carl Buffie, Book department, checked times in Transcona; while Mike Cunningham, Polo Park Merchandising Office, and Dale Stewart, Merchandise Control, were stationed in the Birds Hill gravel pits.

The third point, south of Lockport, was handled by John Gowron, Optical, and Judy Gowron. Times were verified at the fourth stop, on the McPhillips Highway, by Gord Smith, EDP, and Marsha Trinder.

At approximately 3:30 p.m., the first car back, driven by Ted Wicker and navigated by Bruce Stocks of Industrial Engineering, careened around the corner of the Service Building parking lot. Here, they handed in their score card to Wes Burgess, Data Centre. Tallies were announced when the last car was safely home.

In third place was the navigator-driver crew of Doug Odell and Phil Odell, Group Sales Manager. Phil received an added bonus by winning a \$1 bet with Tom Keough, Shoe Dept.



The winners of the Centennial Gopher-Broke rally were navigator Ken Collins, Men's Furnishings, left, and driver Bruce Mollerson.



Paullette Lavoie, left, Doug Greig and Alice Bowler wore outfits of yesteryear during the three day Good Old Summertime Sale in the Winnipeg Basement store June 15 - 17.

Peg's Good Old Summertime Sale Delights Customers

Many revolutionary changes have taken place in the evolution of the retail business since the turn of the century. But, there's something nostalgic about the old stores with their stoves, barrels and heavy wooden chairs.

Eaton's captured some of this nostalgia during their Good Old Summertime Sale in the Winnipeg basement store June 15 - 17. During the three-day event, customers were entertained by the Sweet Adelines, a singing quartette, and rag time music played by Joyce Kristenson on a honky tonk piano.

The lower floor was decorated with old fashioned displays and over 65 staff members wore turn-of-the-century hand-made costumes.



Grouped around the honky tonk piano are Agnes Pelletier, left, Frank Davidson, Eleanor Greipel and Rod MacLennan.

GOPHER-BROKE RALLY (CONT.)



Rally Master Ken Von Platen sent rally entrants off from the starting point at one minute intervals.



At check point number two in Birds Hill, manned by Mike Cunningham and Dale Stewart, navigators line up to have their time verified.

SASKATOON

R. Sorby, Display Supervisor.
C. S. Beerling, Sales Supervisor.

WINNIPEG

L. Walker, Security Supervisor, Service Building.
Miss M. E. MacKelvie, Commodity Buyer.
M. G. Cunningham, Sales Productivity Analysis Supervisor.
J. G. Albo, Commodity Buyer.
D. J. R. Gibson, Industrial Engineering Analyst.
H. J. Farrant, Apparel Workrooms Group Supervisor.

Appointments

WINNIPEG CATALOGUE

A. R. Clarke, Customer Relations Supervisor.
P. LaRue, Floor Supervisor.
L. Shields, Floor Supervisor.
W. A. Morris, Shipping Supervisor.

Rate Increase

The rate of interest on Staff Savings Accounts was increased from 4 per cent to 5 per cent on May 1.

The basic interest rate on Time Deposits will be 5 per cent with a supplementary bonus of one per cent per annum.



Navigator Margaret Leslie, Wage Administration, and driver Pat Hailley were in the number two spot in the rally line-up.



In third place were the father-and-son team of Group Sales Manager Phil Odell and Doug Odell.

Shoal Lake Fishing Derby Lures 250



Kevin de Forest, age 4, was one of 12 winners in the Eaton "Draw Your Dad" contest. He received a special mug decorated with a replica of his drawing to give to his dad Claude de Forest, at left, seen here in the Pop Shop on the fifth floor of the Winnipeg store. There were close to 1,000 entries in the competition.



Marj McKenzie, president of the Winnipeg Catalogue staff's charitable fund, holds a United Way plaque presented to the company for funds given to the campaign. Eaton's contribution was the largest, single gift to the United Way.



Jim Burney, Brandon Maintenance, was a first flight winner in the North Dakota International Golf tournament June 3. He also won another first flight trophy at Sandy Lake.

A record crowd of 250 Eatonians and their friends took part in the largest Eaton fishing derby at Shoal Lake, Manitoba, May 22.

The first prize of \$100 worth of silver dollars was awarded to Manfred Bosko who hauled in a 4-lb., 4-oz. pickerel. Bruce Sulavalla hooked a 2-lb., 8-oz. pickerel to win the second prize of \$50, while Joe Haydack's 2-lb., 4½-oz. pickerel gave him the third prize of \$25.

Also in the winnings were Peter Zurba, \$15, and Barry Collier received \$10. Margaret Wyle netted a large pike to capture the ladies' award, while Alice Collins, wife of Ken Collins, Men's Furnishings, won a ticket prize.

The top bass was a 2-lb., 13-oz. fish pulled in by Paul Swystun. Adam Czarny caught the heaviest perch, weighing 12½-oz. The weight-masters were Wally Drewrys and Steve Trocki.

The organizers of the event were Archie Wardrop, Watch Repair, president of the Eaton Angling Club, and his executive: trip manager Bill Evans Jr., treasurer Maurice King and past-president John Bay.

★ ★ ★



MUTTON CHOP CHAMP: Roland Manning, Port Arthur Display Supervisor, was awarded first prize in the mutton chop category of the Lake-head beard growing contest June 1. He received a trophy and \$50 in Canada Saving Bonds.



Mandfred Bosko, left, caught the largest fish in the Eaton Angling Club's derby at Shoal Lake, Manitoba, May 22. He received \$100 worth of silver dollars from club president Archie Wardrop, Watch Repair. The prize-winning fish was a 4-lb., 4-oz. pickerel.



Earl Barrish, Comparison Office, holds a new sign designed to be used to identify merchandise which has been reduced to match the price of a competitor.



TACK SHOP: A special shop for equestrian fans was recently opened on the third floor of the Winnipeg store. Inside the "Tack Shop" are Rosemary Devine and Ken Houssin of the Sporting Goods dept.



FIRST BALL: Lillian Bennett, Wage Administration, threw the first ball of the season at the Eaton Lawn Bowling Club, Sargent Park, Winnipeg, May 23. From left to right are: Hilda Dawson, Bill Summers, Cashiers, Lillian Bennett, Ernie Foster, Advertising, and Florence Summers.

July Anniversaries

FORTY YEARS

Miss V. Walsh, W9526, July 4.
Mr. S. W. McBeth, W9159, July 18.

TWENTY-FIVE YEARS

Mrs. Lillian Bennett, W9820, July 6.
Mr. Walter C. McFetridge, W9592, July 6.
Miss Phyllis Allen, W9641, July 8.
Mr. W. Lorne Jackson, W9551, July 13.
Miss Margaret M. Robinson, W9521, July 13.

Mr. Karl C. Weiss, S9101, July 13.
Mr. Douglas A. Edwards, W9512, July 23.
Mr. A. J. Jarrard, W9432, July 24.
Mr. William H. Jones, W9554, July 27.
Miss Hilda M. Rosser, W9169, July 27.
Miss Mary I. Sadleir, W9131, July 27.
Mr. George Suffel Dover, W9595, July 28.
Miss Anne Ellis, W9213, July 29.
Miss Eleanor Kapitany, W9155, July 29.
Miss Justina Hildebrand, W9542, July 30.

August Anniversaries

FORTY YEARS

Mr. J. Currie, W3209, August 2.
Mr. W. Walberg, W5076, August 22.
Miss I. E. Sutton, W3800, August 29.
Mr. L. J. Farmer, W1100A, August 30.

TWENTY-FIVE YEARS

Miss Ruth Evans, W3207B, August 4.
Mr. James Thomson, W5015, August 6.
Miss Isabel Snaith, W1379, August 14.
Miss Jessie F. Pauls, W1100S, August 17.
Mrs. Louise Williams, W3152, August 17.
Mr. K. A. Whitney, W1932, August 20.
Mr. William McIlvenna, W5072, August 24.
Miss Elizabeth Mack, W5014, August 31.
Mr. William Sorby, W3353, August 31.

Doris Pitman Elected

Doris Pitman, secretary, of the Regina store has been elected a director of the Tartan Curling Club.

Ethel Schrader Wins Contest

Ethel Schrader of Swift Current, Saskatchewan won the monthly Accounts Solicitation contest in May. Ethel was awarded \$75.

Other winners in the contest won \$15 each. They were: S. Allwood, Winnipeg; K. Redl, Saskatoon; Shirley Maronese, Port Arthur; Edith Cathcart, Brandon; A. Laughlin, Moose Jaw; Verna Doupe, Medley, Alberta and Shirley Dick, Kamloops, B.C.

Centennial Paddlers

Four adventurers from Vancouver, British Columbia, helped finance their Centennial canoe voyage to EXPO by working for Eaton's.

Captain Art Papineau, great-great-grandson of explorer Louis Papineau, Art McCann, Dirrick Andrews and Gary Koch left Rocky Mountain House, Alberta, May 16, in an 18-foot, fibreglass canoe and paddled their way to Winnipeg.

They hope to reach Montreal on July 15 in time for B.C. day at EXPO.

Learn Sport

A coach will be on hand to show staff how to play tennis at the Edmonton and Broadway courts in Winnipeg. Coaching sessions get underway on Tuesdays, starting June 27 at 7:00 p.m. Eaton Tennis Club membership is \$4 for the season.

Founder Praised

The life story of Timothy Eaton, our company's founder, is included in a book entitled "Great Canadians: A Century of Achievement."

The man who startled the merchandising world in 1869 when he stated: "We propose to sell our goods for cash only — in selling goods we have only one price" is one of twenty-five famous Canadians featured in the book.

The chapter on Mr. Eaton, written by Arthur Hailey, traces a few of the unprecedented policies he set in merchandising.



BEST ACE: Lindy Best, Assistant General Manager in Regina, scored a hole-in-one on the 192-yard, second hole of the Wascana Country Club June 12. Mr. Best, who was playing with Regina Store Manager R. S. McBride, went on to shoot a 74.



TREE MOVING: Trees surrounding the Eaton Regina store are being moved to make way for the construction of a new shopping centre. The trees will be transplanted at the Museum of Natural History, the Norman Mackenzie Art Gallery, the Health Building and the Wascana Hospital. Participating in the tree moving ceremony last month were: A. D. Whitehair, left, Wascana Centre Authority; a crane operator; Janet Beadnell, public relations director for the Wascana Centre and R. S. McBride, Regina store manager.



Members of the Eaton Junior Executive and Junior Council held their annual windup at the Winnipeg Badminton Club May 29. During the evening the group staged a hilarious version of the adventures of Winnie the Pooh.

Eaton's JA Company Wins Report Prize

The Junior Achievement "Smile" company, directed by Eatonians in Winnipeg, was presented with the Best Annual Report award.

Acting as counsellors for the company were Eric O'Brien, Dave Beck and Gordon Courage.

Retirements

Best wishes to the following Eatonians on their retirement:

Mr. J. C. Mouard, Dept. 9551, Winnipeg, 47 years of service.

Miss W. Bernie, Dept. 9622, 38 years of service.

Mrs. E. Settatre, Dept. 9622, Saskatoon, 11 years of service.



Rita Nevins, Statistical Office, instructs a class of cubs in knot tying at St. John's Church, Port Arthur.

Eatonians Make Good Neighbours

... Rita Nevins

"I suppose every boy wants to help his country in some way or other. There is a way by which he can do so easily and that is by becoming a Boy Scout."

—Baden-Powell

Rita Nevins, Statistical Office, helps build good citizens by training cubs, boys not old enough to join scouts.

The petite 4-foot, 11-inch Port Arthur store staff member is enthusiastic about her work. She takes pride in building up young people to be mentally awake, morally straight and physically strong.

Contacts reporter Annette D'Angelo reports that Miss Nevins, a native of the Lakehead, is a District Cub Master who directs some 120 boys belonging to four packs.

The forests and park land near Port Arthur offer plenty of scope for hiking and camping trips. However, being a cub is far more than outdoor fun and fellowship. It is learning to take responsibility, serve others, and to master crafts and skills. It is learning observation, self-reliance and loyalty.

Rita, an Eaton Quarter-Century-member, has been associated with the organization for the past 15 years. Among her other interests is the Lakehead Lapidary club, a group which studies rocks, stone engravings and monuments.